

EXHIBIT B

Before presenting a description for each claim, it may be useful to revisit the overall architecture of the system and how it works.

This method and the underlying technology allow

- ① To gather and collect all the information in regard to each user's actions and behaviors on Web sites at each client site rather than on a specific Web site.
- ② To aggregate and store all the collected data in a central database.
- ③ To exploit the data stored in the database to provide each user with "expert" as he uses the browser.

① Client side monitoring

Because the information is collected at each client rather than at server site, the collection can be done throughout the Internet as opposed to each specific server site. The normal use information collection is done at each server location for that site specifically. Furthermore, the collected data are kept by the site owner and cannot be utilized (unless they make that data available for someone else for fee.)

② Aggregation

The data can be collected from multiple data sources; i.e.; multiple user browsers. All the collected data are aggregated and stored in a fashion for easy retrieval.

③ Exploitation

The collected and stored data are used by selecting and filtering them for the user to retrieve useful information. The selection and filtering engine can be tailored so that this invention can be customized for particular market segments, and demographics.

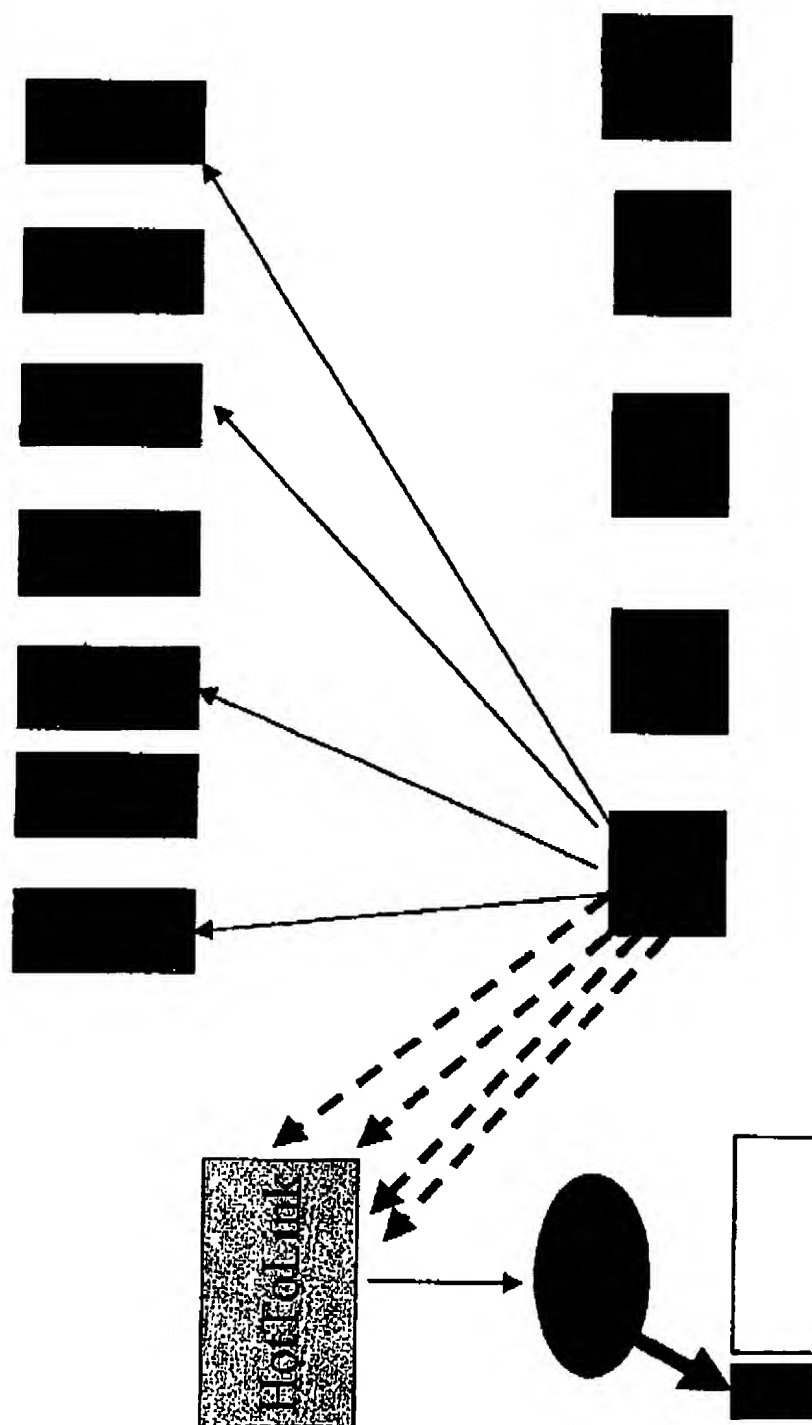
3 Basic Elements of the Invention

- Collection of data
- Aggregation of data
- Exploitation of data

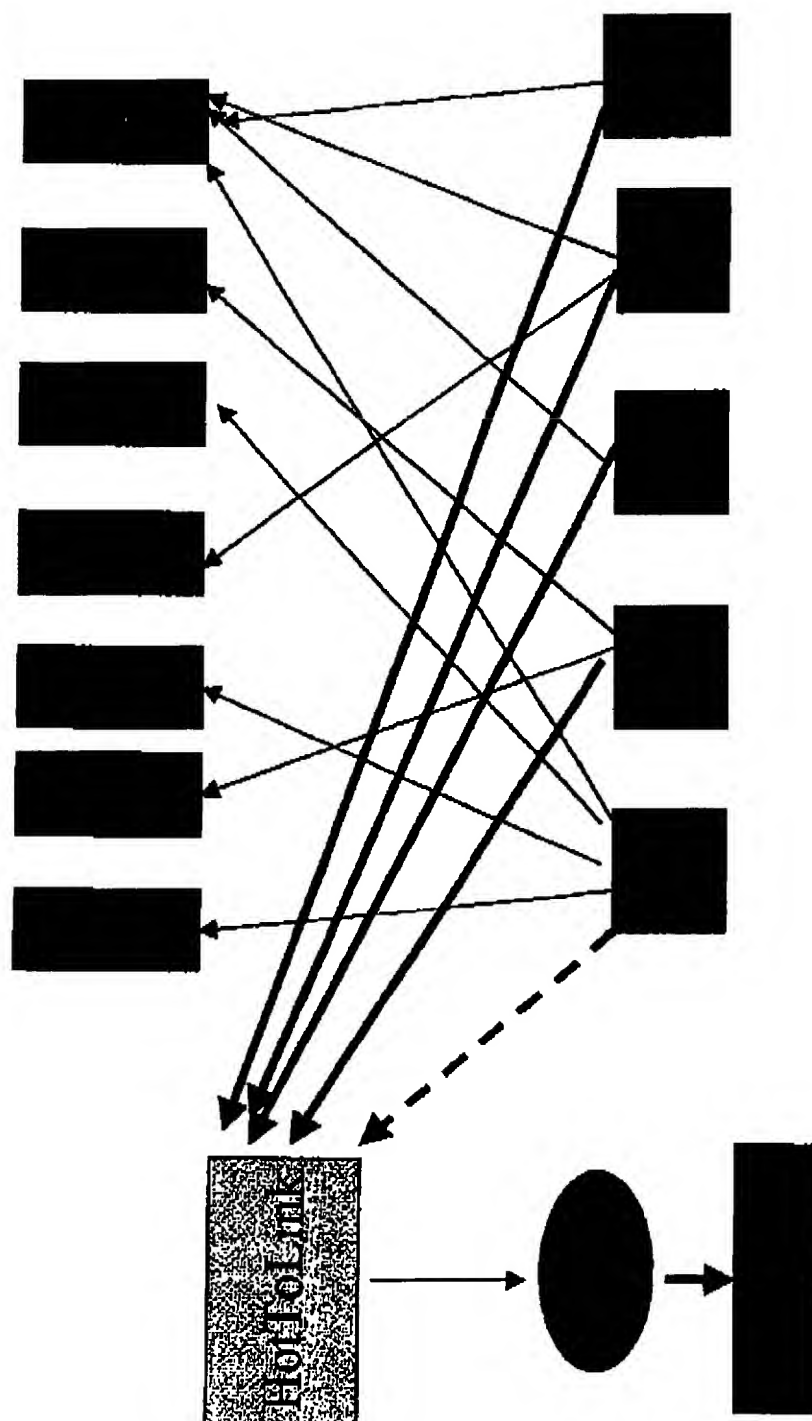
3 Elements

- Collect and gather use data, opinion data and other useful data explicitly by voting and implicitly from each browser.
- Aggregate data by combining collected data from multiple sources and deposit them in a central database.
- Exploit the stored for each user to use.

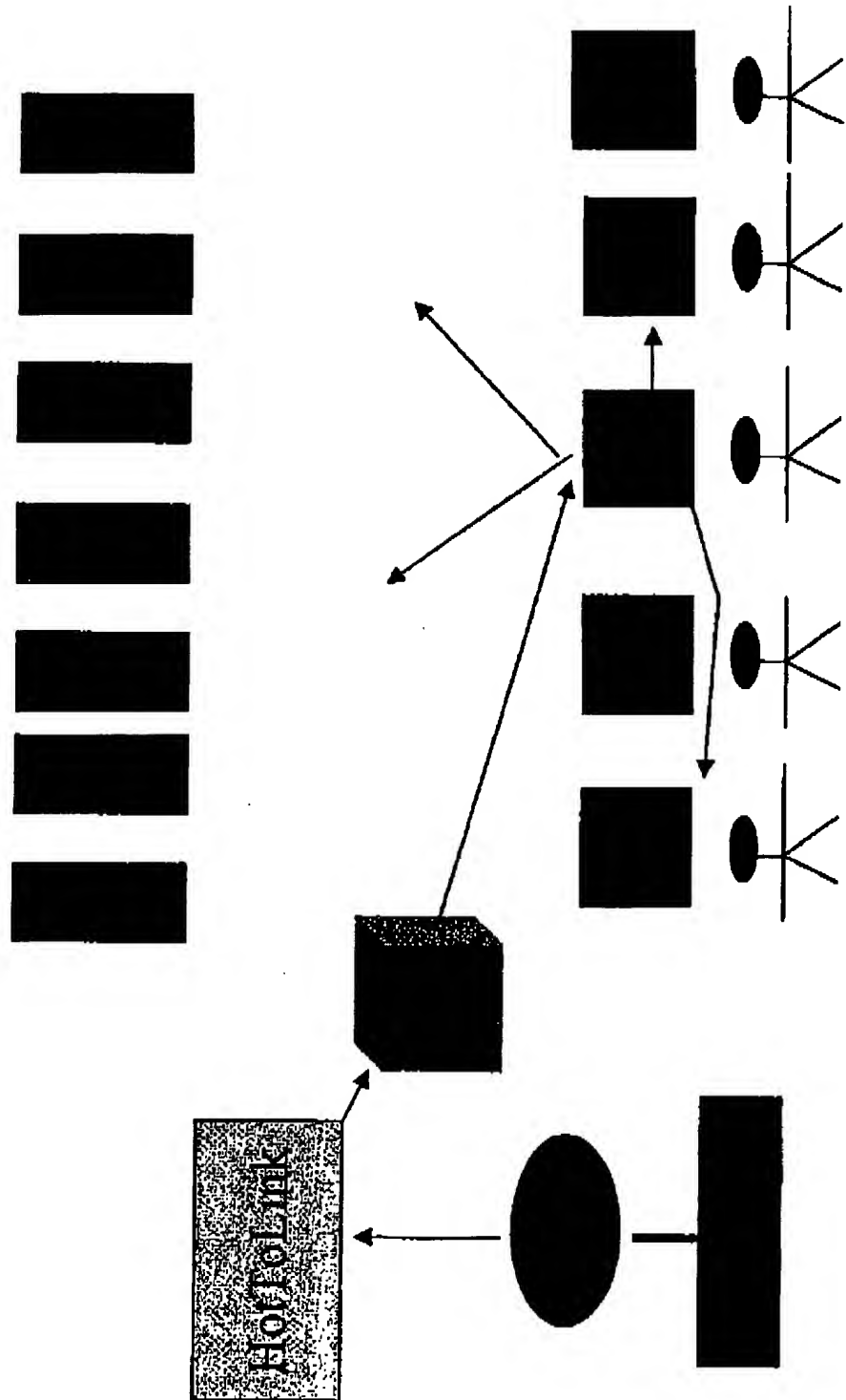
Collection

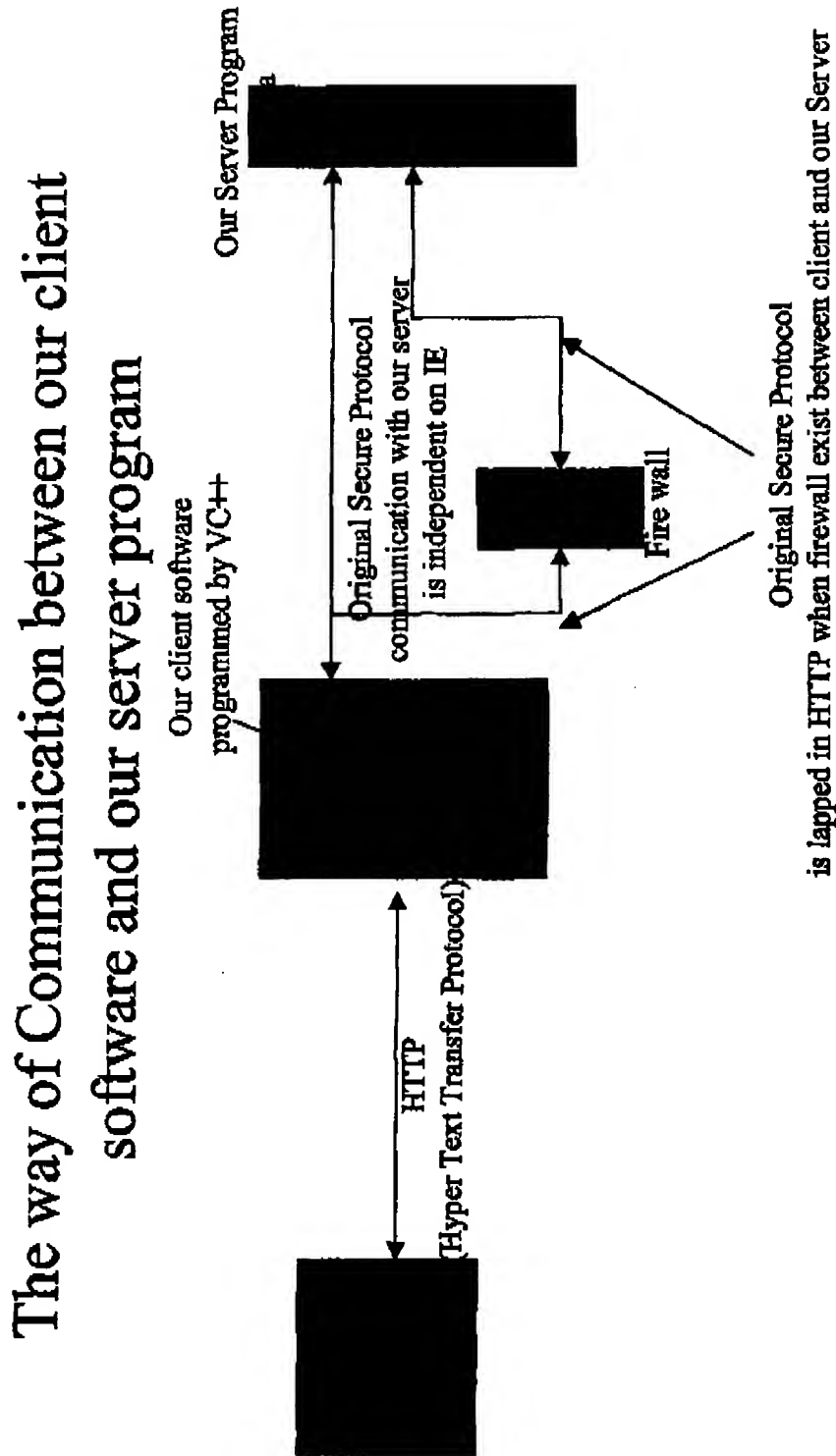


Aggregation



Exploitation of Collected Data



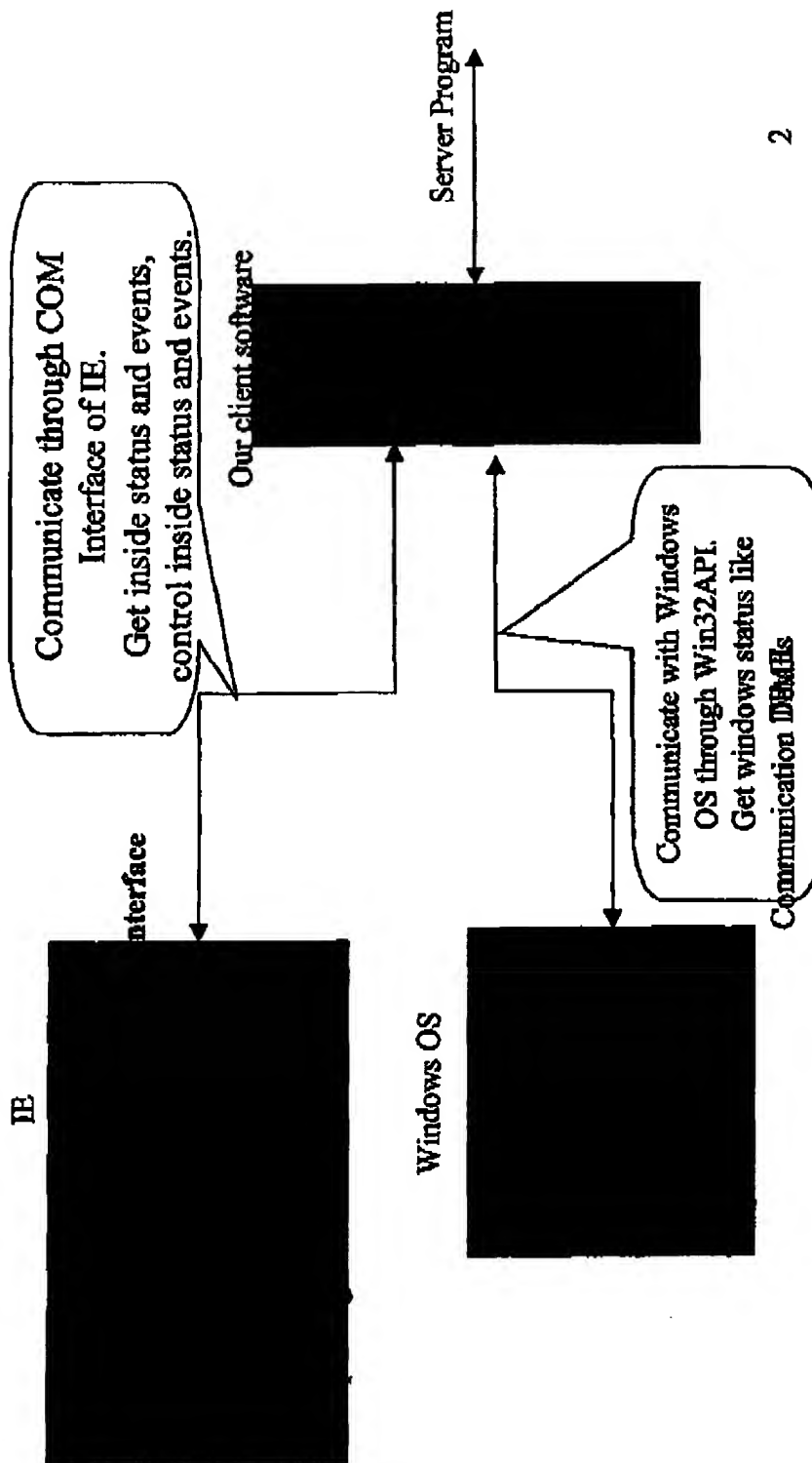


Communication Details

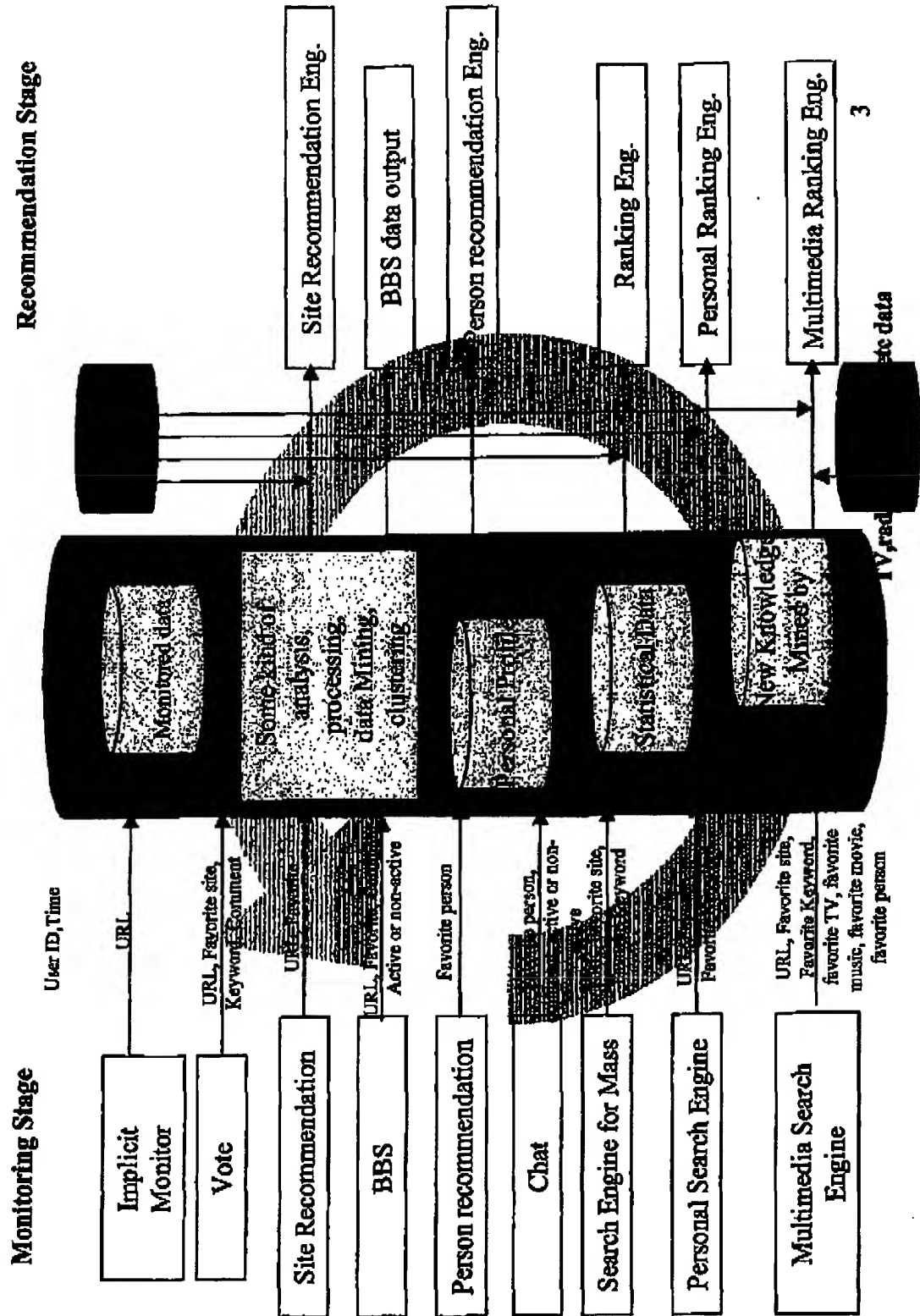
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The way of Communication between our client software, IE and windowsOS

IE implement the COM interface through which our program carry out IE's command or refer to inside status and inside variables. Our software get those information through COM interface of IE



Monitoring and Recommendation and its repetition



Flow chart and data flow

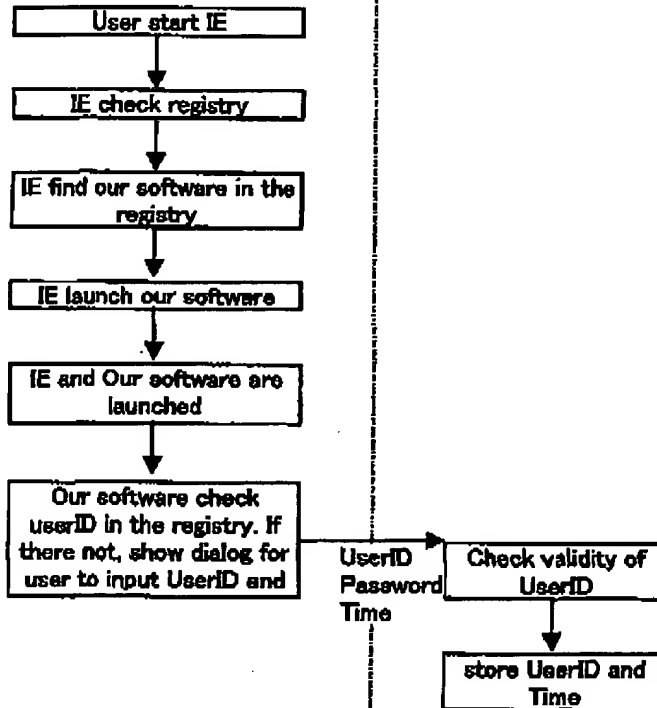
Koki Uchiyama

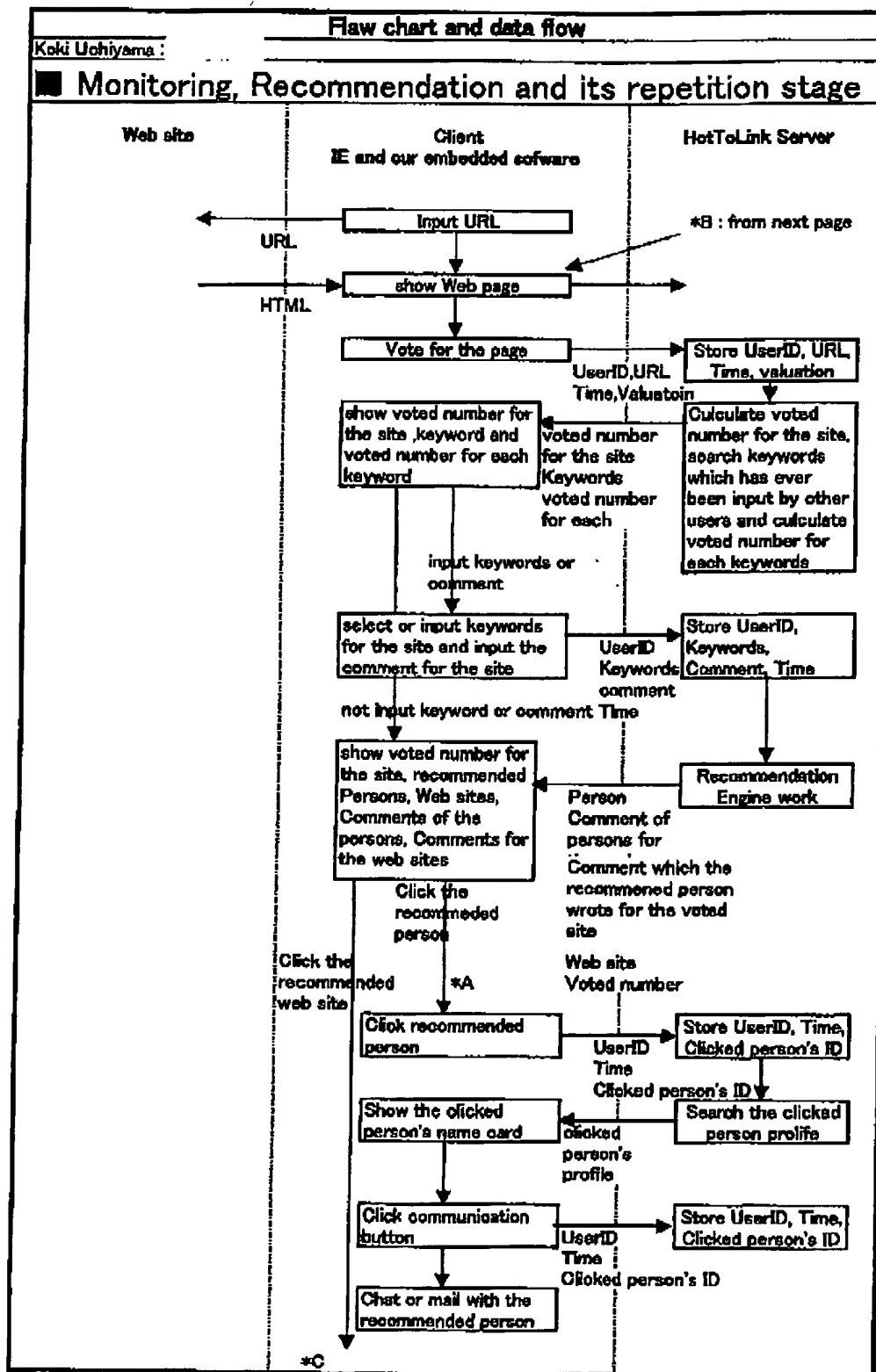
Launch and Log-in stage

Web site

Client
IE and our embedded software

HotToLink Server





software flow chart.xlsMonitor,Recomm, repetition2

Flow chart and data flow

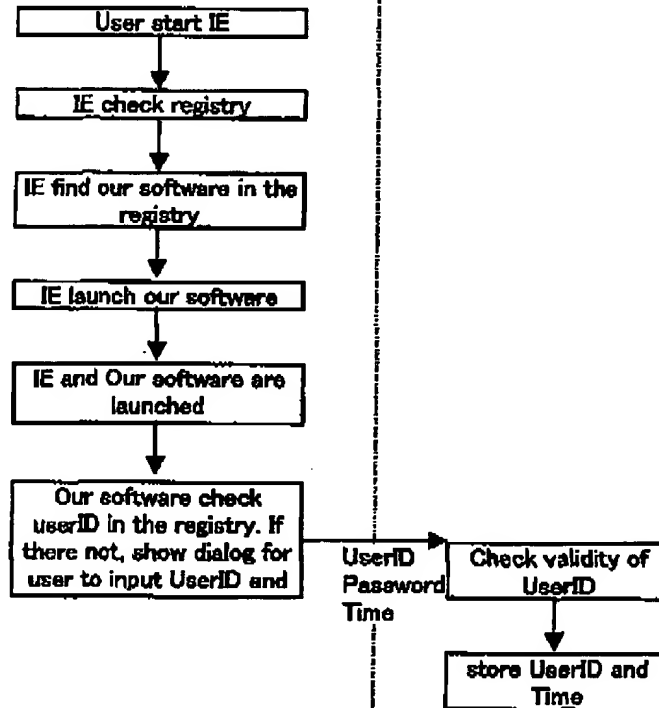
Koki Uchiyama

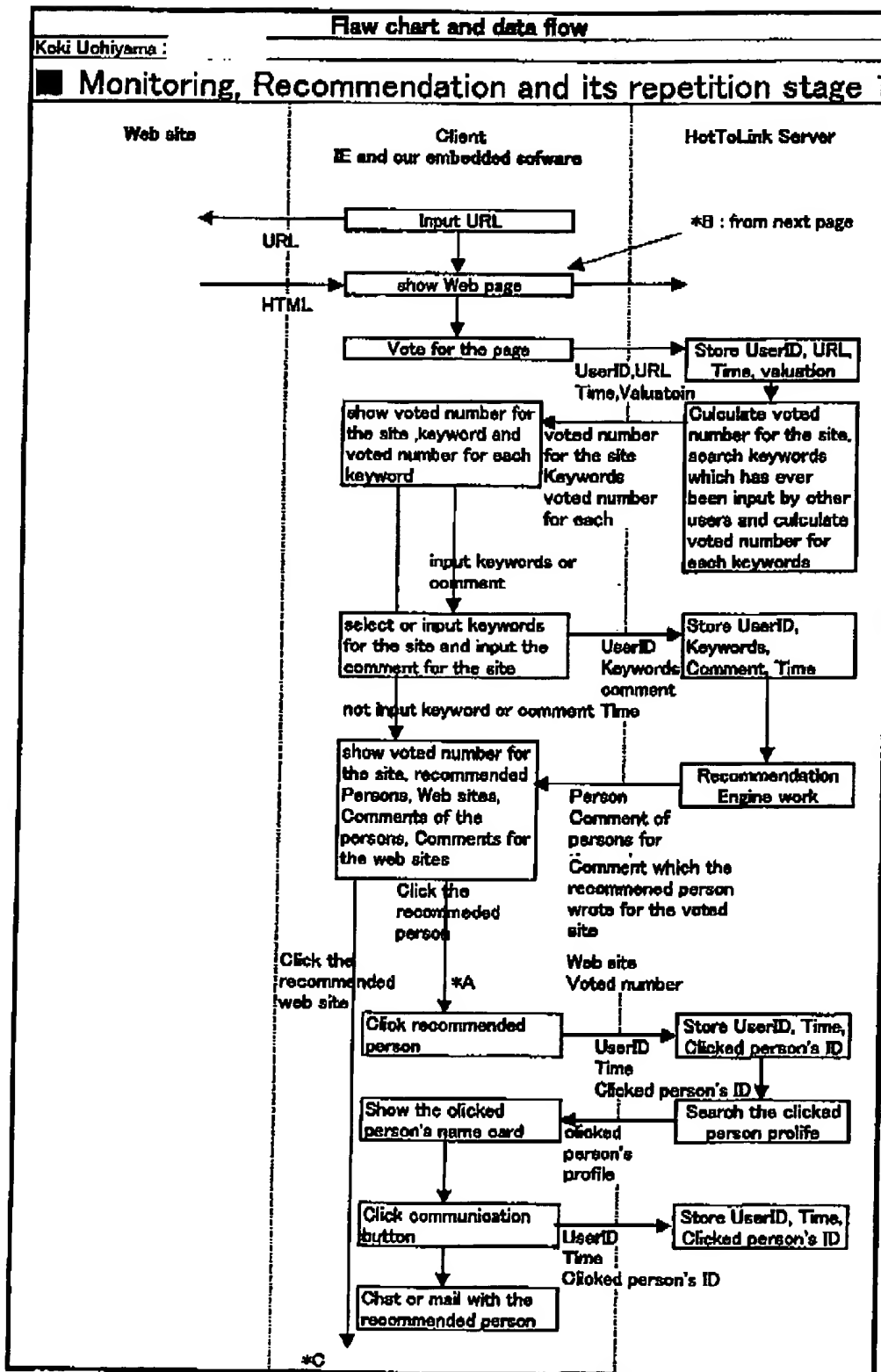
Launch and Log-in stage

Web site

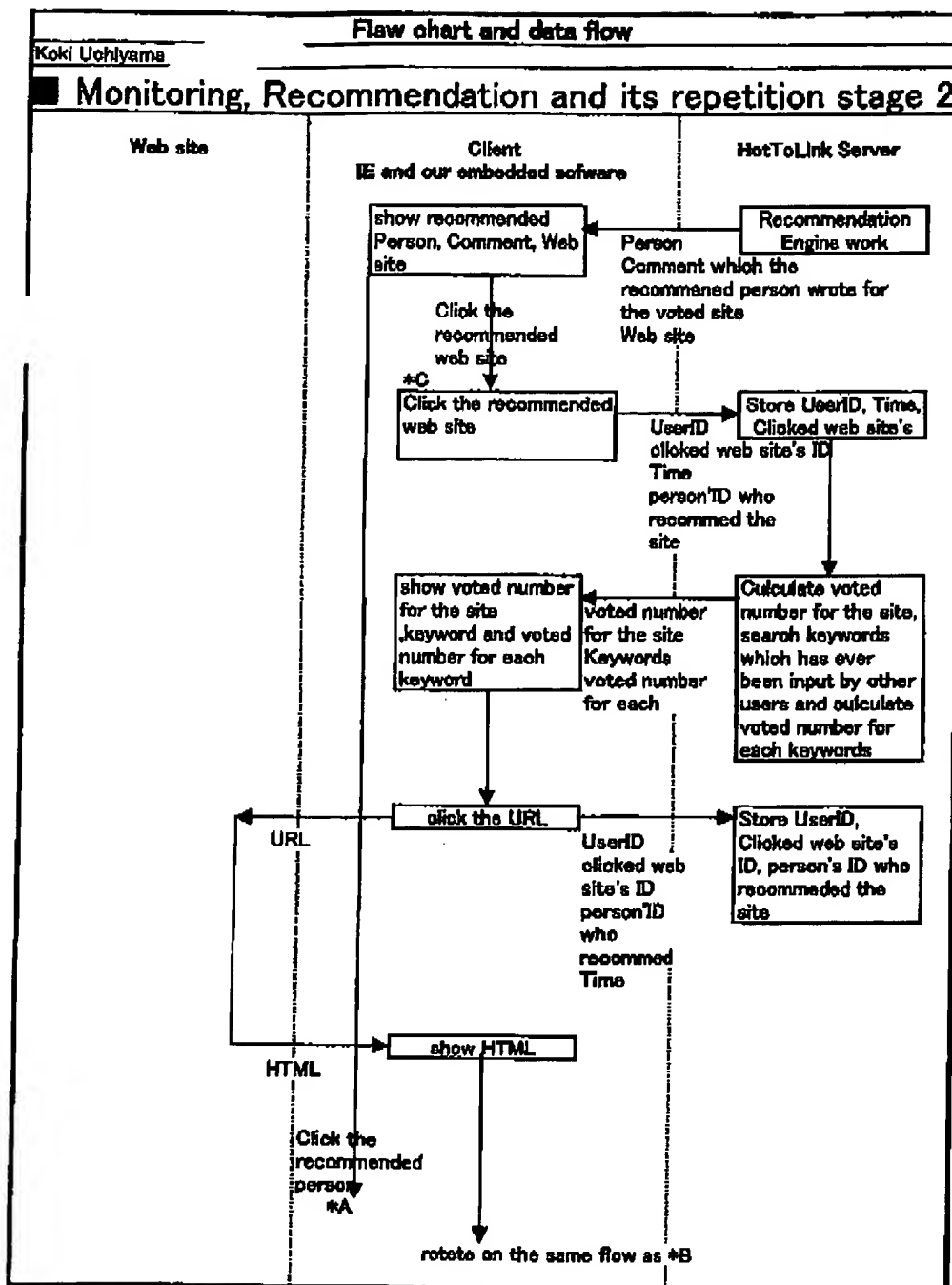
Client
IE and our embedded software

HotToLink Server

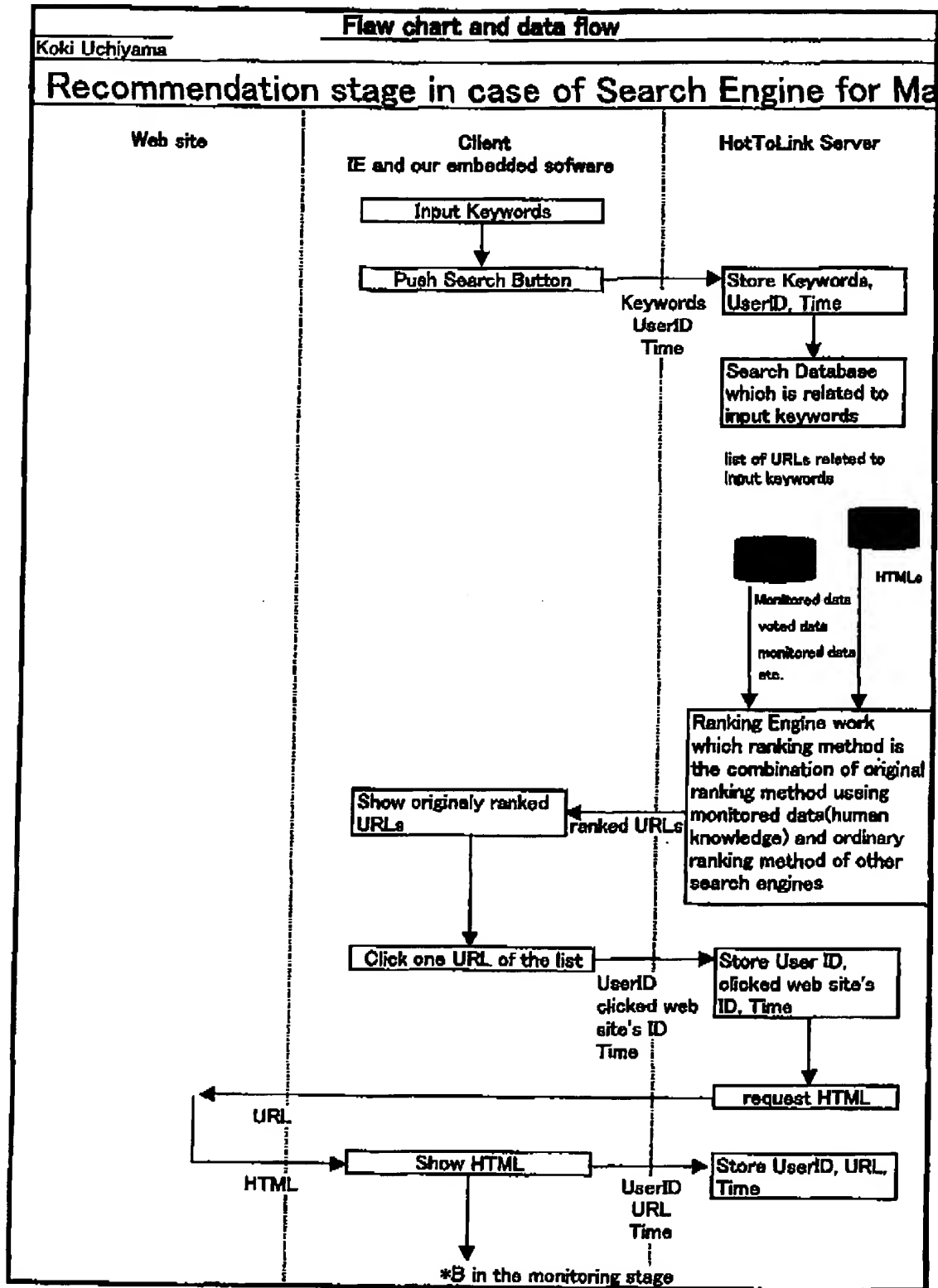




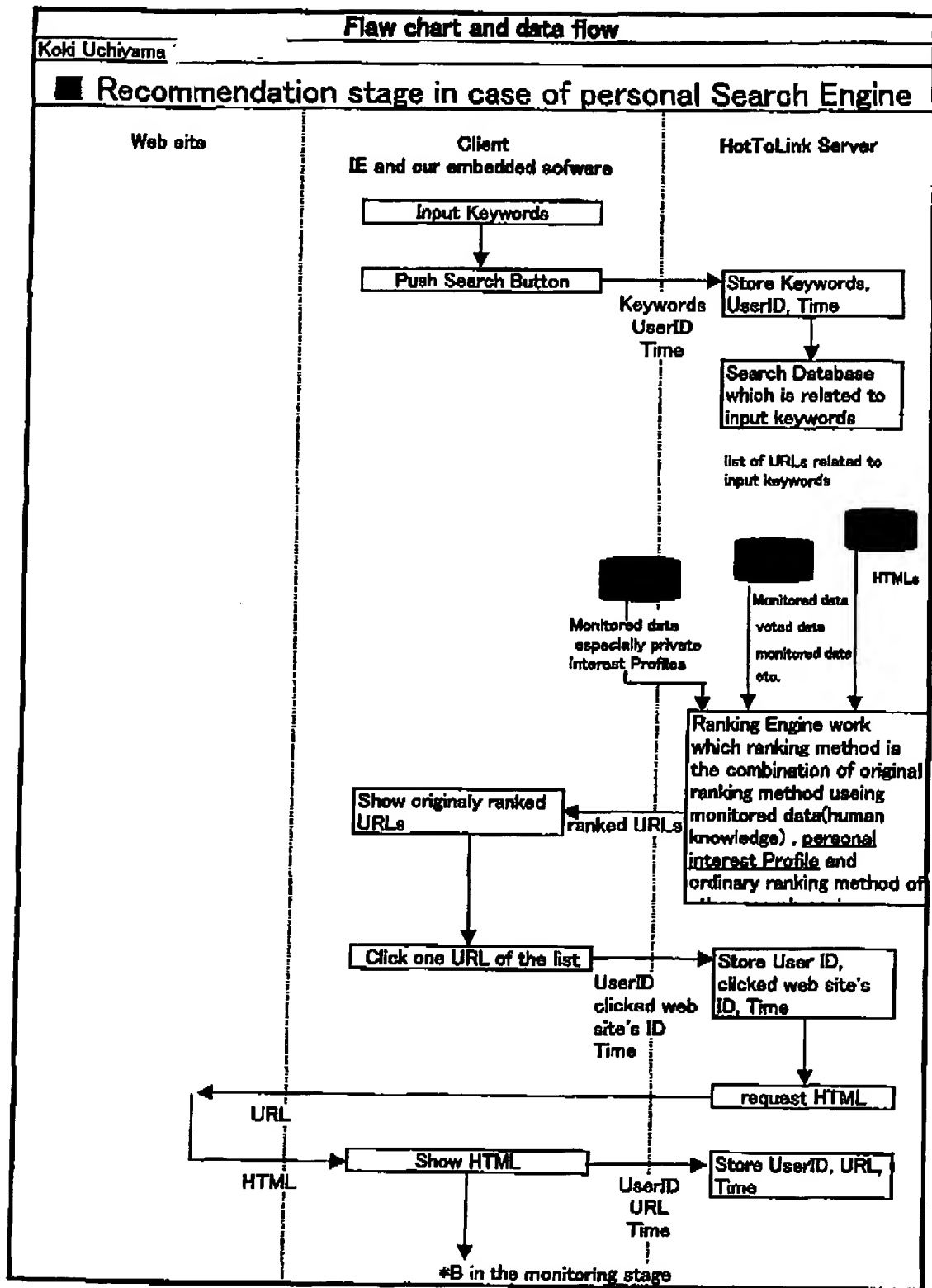
software flow chart.xlsMonitor,Recomm, repetition2



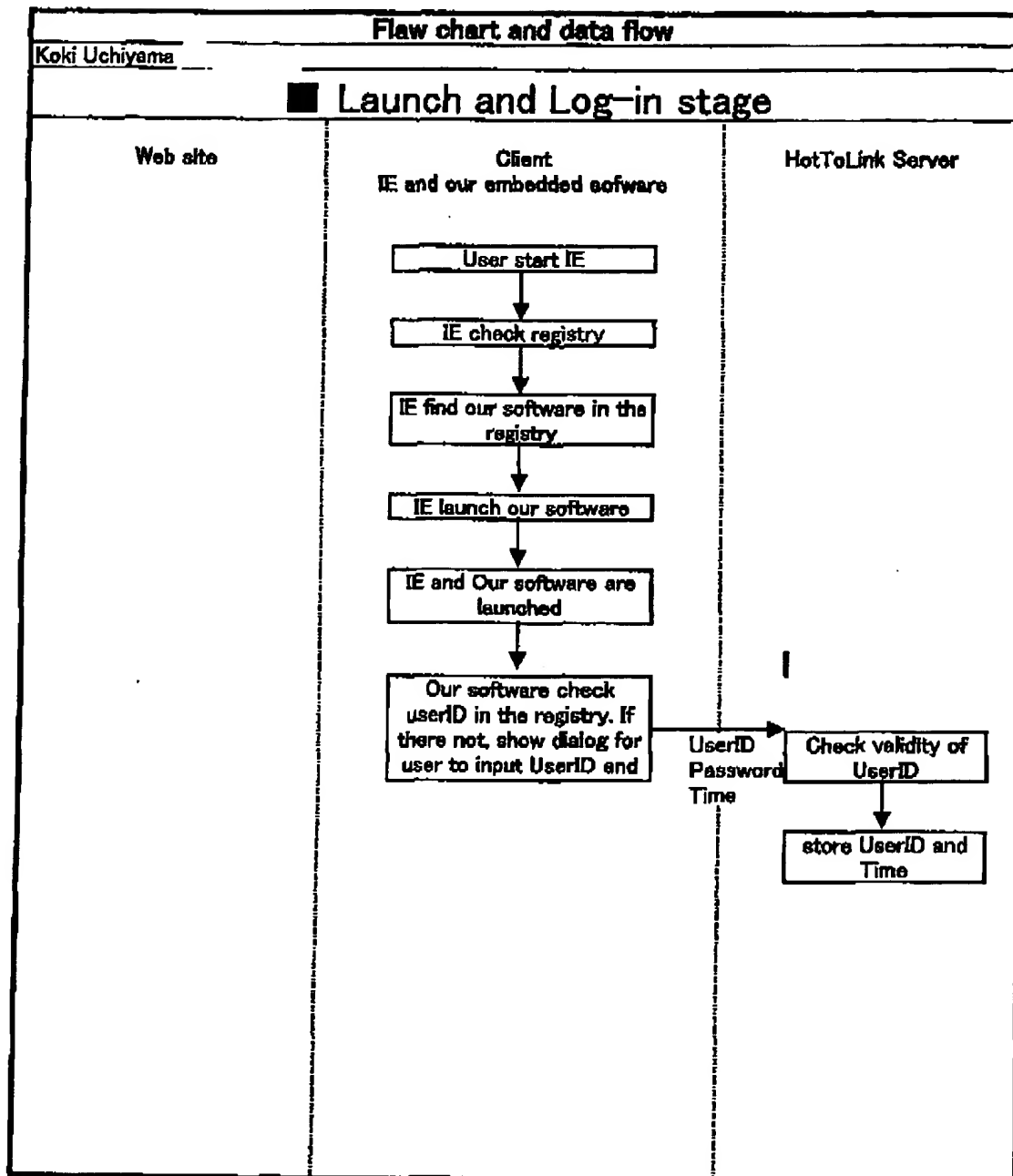
software flow chart: xi Monitor, Recomm. repetition 3



software flow chart.xlsRecommendation(Search Engine 1)4



software flow chart.xlsRecommendation(Search Engine 2)5



software flow chart.xlsdefault6

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